

Rep Order# 6851367 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 106510

Printed: 09/12/2012 10:43 AM
Last Received: 09/11/2012 11:33 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 305
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //305
Flight Dates 09/12/2012- 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	12P-1230P	NEWS	:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	12	M	12P-1230P	NEWS	:30	\$275.00	09/17-09/17	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	NEWS	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
				Buyline Comment: NEWS								
	14	M	1230P-1P	NEWS	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	15	W-F	11A-12P	RACHEL RAY	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
				Buyline Comment: RACHEL RAY								
	16	M	11A-12P	RACHEL RAY	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
				Buyline Comment: RACHEL RAY								
	17	W-F	10A-11A	TODAY SHOW III	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
				Buyline Comment: TODAY SHOW III								
	18	M	10A-11A	TODAY SHOW III	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
				Buyline Comment: TODAY SHOW III								
	19	W-F	3P-4P	DR. PHIL	:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
				Buyline Comment: DR. PHIL								
	20	M	3P-4P	DR. PHIL	:30	\$300.00	09/17-09/17	2	1	2	\$600.00	
				Buyline Comment: DR. PHIL								
	21	SU	8P-930P	NEWS	:30	\$900.00	09/16-09/16	2	1	2	\$1,800.00	
				Buyline Comment: NEWS								

3 of 6

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	W-F	4P-430P	NEWS	:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
		Buyline Comment: NEWS										
	23	M	4P-430P	NEWS	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
		Buyline Comment: NEWS										
	24	W-F	430P-5P	NEWS	:30	\$450.00	09/12-09/14	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	25	M	430P-5P	NEWS	:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	26	W-F	5P-630P	NEWS	:30	\$725.00	09/12-09/14	7	1	7	\$5,075.00	
		Buyline Comment: NEWS										
	27	M	5P-630P	NEWS	:30	\$725.00	09/17-09/17	3	1	3	\$2,175.00	
		Buyline Comment: NEWS										
	28	W-F	730P-8P	FACE TO FACE	:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
		Buyline Comment: FACE TO FACE										
	29	M	730P-8P	FACE TO FACE	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
		Buyline Comment: FACE TO FACE										
	30	SA	730P-8P	VEGAS	:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
		Buyline Comment: VEGAS										
	31	SA	630P-730P	JEOPARDY/WHEEL	:30	\$350.00	09/15-09/15	2	1	2	\$700.00	
		Buyline Comment: JEOPARDY/WHEEL										
	32	W-F	630P-730P	JEOPARDY/WHEEL	:30	\$725.00	09/12-09/14	6	1	6	\$4,350.00	
		Buyline Comment: JEOPARDY/WHEEL										

4 of 6

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	33	M	630P-730P	JEOPARDY/WHEEL	:30	\$725.00	09/17-09/17	2	1	2	\$1,450.00	
				Buyline Comment: JEOPARDY/WHEEL								
	34	SU	930P-10P	JEOPARDY	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
				Buyline Comment: JEOPARDY								
	35	W-F	1230A-130A	FALLON	:30	\$100.00	09/12-09/14	6	1	6	\$600.00	
				Buyline Comment: FALLON								
	36	M	1230A-130A	FALLON	:30	\$100.00	09/17-09/17	2	1	2	\$200.00	
				Buyline Comment: FALLON								
	37	W-F	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/12-09/14	6	1	6	\$1,500.00	
				Buyline Comment: TONIGHT SHOW								
	38	M	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/17-09/17	2	1	2	\$500.00	
				Buyline Comment: TONIGHT SHOW								
	39	W-F	11P-1135P	NEWS	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: NEWS								
	40	M	11P-1135P	NEWS	:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
				Buyline Comment: NEWS								
	41	SA-SU	11P-1135P	NEWS	:30	\$750.00	09/15-09/16	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								
	42	SU	6A-7A	NEWS	:30	\$185.00	09/16-09/16	1	1	1	\$185.00	
				Buyline Comment: NEWS								
	43	SU	7A-8A	SUN TODAY	:30	\$325.00	09/16-09/16	2	1	2	\$650.00	
				Buyline Comment: SUN TODAY								

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Estimate# 30S
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	44	SA	6A-7A	NEWS	:30	\$200.00	09/15-09/15	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	45	SA	7A-9A	NEWS	:30	\$325.00	09/15-09/15	3	1	3	\$975.00	
				Buyline Comment: SAT TODAY								
	46	SA	9A-930A	NEWS	:30	\$275.00	09/15-09/15	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	47	SU	9A-930A	NEWS	:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
				Buyline Comment: NEWS								
	48	SA	1130P-1A	NEWS	:30	\$750.00	09/15-09/15	1	1	1	\$750.00	
				Buyline Comment: SNL								

---REPORT TOTALS---

Report Totals: 136 / \$53,440.00

---SALES MONTHLY TOTALS---

Sep 12: 136 / \$53,440.00
Sales Totals: 136 / \$53,440.00
Station Totals: 136 / \$53,440.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$177,955
CATV 0% KBLR 0% KING 0% KLAS 26% KSNV 30%
KTNV 15% KTUD 0% KVCW 4% KVMY 0% KVVU 24%
XXXX 0%

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

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Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DIETTORRE
Phone#
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Books NOV12
Demos RA35+